



KSHB-TV

ORDER

Flight Dates 11/02/12-11/06/12

Contract / Revision **316540 /** **MO US SEN-TODD AKIN-2012**
 Original Date / Revision 11/01/12 11/01/12
 Advertiser **Akin / Republican / Senate**
 Agency **Strategic Media Placement**
 Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Product
 Agency Com 15%
 Billing Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC
 Sales Region NAT
 Agency Ref

Order Sep 00:10:00
 Estimate # **3199**
 Alt Order #
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A35+
 Rev Codes POL POL CAND
 Product Codes PL
 Priority FX
 Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	16	\$12,495.00	\$14,700.00	0.00	10/29/12	11/06/12	16	\$12,495.00	\$14,700.00
Totals	16	\$12,495.00	\$14,700.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/02/12	11/06/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MT--F--	:30	3	\$750.00	FX	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	MT--F--		3		\$750.00		0.00				
N 2	KSHB	11/02/12	11/06/12	Today Show Today Show	CM	7-9a	MT--F--	:30	4	\$750.00	FX	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	MT--F--		4		\$750.00		0.00				
N 3	KSHB	11/02/12	11/06/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M---F--	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	M---F--		1		\$900.00		0.00				



KSHB-TV

Print Date: 11/01/12

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Contract / Revision **316540** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:10:00

Advertiser **Akin / Republican / Senate** Product **MO US SEN-TODD AKIN-20** Estimate # **3199**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	11/02/12	11/04/12	NBC Action News at 5p 3 M NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S					1	\$400.00		0.00				
N 5	KSHB	11/02/12	11/04/12	NBC Action News at 6p 3 M Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S-					1	\$450.00		0.00				
N 6	KSHB	11/02/12	11/02/12	M-F Late News M-F Late News	CM	10-1035p	----F--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	----F--					1	\$1,300.00		0.00				
N 7	KSHB	11/02/12	11/04/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	-----S-					3	\$1,500.00		0.00				
N 8	KSHB	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	M-----					1	\$1,800.00		0.00				
N 9	KSHB	11/02/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	M-----					1	\$100.00		0.00				
														Totals	16	\$14,700.00